

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

W/RCE  
10/6/08  
JW

Applicant : Susumu Nakagawa  
Serial No. : 09/878,581  
Filed : June 11, 2001  
For : IMAGE CONTENT AND ADVERTISEMENT DATA  
PROVIDING METHOD, SYSTEM, AND APPARATUS (AS  
AMENDED)  
Examiner : Sheleheda, James R.  
Art Unit : 2623  
Confirmation No. : 2762

745 Fifth Avenue  
New York, NY 10151  
(212) 588-0800

**CERTIFICATE OF ELECTRONIC FILING**

I hereby certify that this correspondence is being transmitted via  
Electronic Filing Services on September 16, 2008.

Yedea H. Walker  
(Name of person signing transmittal)

YH Walker

September 16, 2008  
Date of Signature

**AMENDMENT UNDER 37 C.F.R. § 1.116**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

September 16, 2008

Dear Sir:

This amendment responds to the Office Action dated July 17, 2008 (Paper No.  
20080710). Please amend the above noted application as follows: